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**Research Innovation Action**



**Intelligent Portable Control System**



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## **D7.8 Dissemination and communication plan**

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## Table of Contents

<b>ABBREVIATIONS.....</b>	<b>4</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>1 INTRODUCTION.....</b>	<b>6</b>
1.1 PURPOSE OF THIS DOCUMENT.....	6
1.2 STRUCTURE OF THE DOCUMENT .....	6
<b>2 DISSEMINATION.....</b>	<b>7</b>
2.1 DISSEMINATION STRATEGY AND OBJECTIVES.....	7
2.2 DISSEMINATION AND COMMUNICATION ROADMAP.....	7
2.3 IDENTIFICATION OF STAKEHOLDERS AND USER GROUPS.....	9
2.4 DISSEMINATION STRATEGY FOR STAKEHOLDERS AND USER GROUPS .....	10
2.4.1 Dissemination to European Industry – plan for the upcoming period M24-M36 .....	10
2.4.2 Dissemination to the Scientific Community – plan for the upcoming period M24-M36 .....	11
2.4.2.1 Keynote at International Joint Conference on Computational Intelligence.....	11
2.4.2.2 Public Outreach at Manchester Science Festival .....	11
2.4.2.3 Science Community Publication Plan .....	15
2.4.3 Dissemination to the Wider Public and Users - plan for the upcoming period M24-M36.....	15
2.4.4 Dissemination to Policy Makers - plan for the upcoming period M24-M36 .....	17
2.4.5 Dissemination to Civil and Security Organizations – plan for the upcoming period M24-M36..	17
2.4.6 Dissemination to Other Research Projects and Clustering - plan for the upcoming period M24-M36 .....	19
2.4.7 Dissemination to the Media - plan for the upcoming period M24-M36.....	20
2.5 UPCOMING MEETINGS AND EVENTS.....	20
<b>3 EXPECTED IMPACT OF DISSEMINATION AND COMMUNICATION ACTIVITIES.....</b>	<b>22</b>
<b>4 CONCLUSIONS .....</b>	<b>25</b>

## List of Tables

TABLE 1 COMMUNICATION ROADMAP.....	8
TABLE 2 IDENTIFIED STAKEHOLDERS .....	9

## List of Figures

FIGURE 1 SPACE AVAILABLE AT PUMP HOUSE .....	12
FIGURE 2 LAYOUT.....	13

## Abbreviations

ADDs	Automatic Deception Detection System
BCAT	Border Control Analytics Tool
BorderPol	The International Association of Border Guards
CEPOL	European Union Agency for Law Enforcement Training
DAAT	Document Authenticity Analytics Tool
EU-LISA	European Agency for the Operational Management of Large-scale IT Systems in the Area of Freedom, Security and Justice
EUROPOL	The European Union Agency for Law Enforcement Cooperation
FMT	Face Matching Tool
FRONTEX	The European Border and Coast Guard Agency
HHD	Hidden Human Detection
KPI	Key Performance Indicator
LEA	Law Enforcement Agency
MRZ	Machine Readable Zone
NGO	Non-Governmental Organization
OCR	Optical Character Recognition
RBAT	Risk-Based Analytics Tool
RFID	Radio-Frequency Identification
WCO	World Customs Organisation
WP	Work Package

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## Executive Summary

The main goal of the Dissemination and Communication Plan is to raise awareness of the project activities and outcomes. For this reason, one of the WP7 tasks aims to assure that iBorderCtrl results are handled and disseminated so as to reach all relevant stakeholders. The hereby deliverable D7.8 provides updates to information on the iBorderCtrl dissemination strategy and objectives for the third year of the project. The purpose of this document is to describe all planned communication and dissemination actions during the project funding period, to ensure relevant stakeholders reach iBorderCtrl public reports and project events.

The document presents diversified content on such aspects as project dissemination tools and channels as well as the targeted end users of the iBorderCtrl project. Moreover, the document identifies specific measures of dissemination to different target groups, which includes, European industry, scientific community, wider public, policy makers, and media. In addition, the hereby report, is a second iteration of the document. The document will be reviewed and updated as needed, as the project proceeds. The final iteration will be released in M36.

# 1 Introduction

## 1.1 Purpose of this Document

This report describes Task 7.3, which is devoted to defining awareness raising plan focusing on various dissemination and communication channels.

The overall objectives of WP7 are to:

- develop the project communication infrastructure and material,
- safeguard the process of exploitation of results and to investigate the market exploitation potentials,
- guarantee the impact on European economy through the planning and management of exploitation and dissemination and follow-on activities,
- ensure wide communication of the projects' results to all potential interested parties and the widest audience during the project lifecycle.

The proper identification of target groups and efficient communication is essential for the take-up, while take-up is vital for the project success and sustainability of results after project's end.

## 1.2 Structure of the Document

The structure of the document is as follows:

- Section 2 constitutes a major share of the document. The section describes the iBorderCtrl dissemination strategy, objectives that are planned to be attained, various dissemination channels, as well as all relevant addressees of dissemination activities.
- Section 3 provides the description of expected impact of dissemination and communication activities. The section describes and identifies the key performance indicators of successful iBorderCtrl dissemination channels/tools.
- Section 4 provides conclusions stemming from the document.

## 2 Dissemination

### 2.1 Dissemination Strategy and Objectives

The dissemination strategy –for this phase of the project- will follow principles and best practices successfully tested by consortium partners in other FP7 and H2020 projects and it includes:

- Detailed specification of target audience of produced knowledge and tailored dissemination materials to meet their needs (who),
- Communication means and channels specification allowing to reach the audience (how),
- Both electronic and printed materials preparation (what),
- Timing plan for the most effective dissemination (when).

Means for verification of the success of the dissemination activities is presented in section 3.

The objectives of the dissemination task include the management of the knowledge acquired in the course of the project and maintaining constant relations with key stakeholders and widely understood border control research community, policing institutions to facilitate further research and discover new market opportunities.

It should be emphasized however, that the dissemination plan for the following period has a more strategic manner focusing on facilitating the foreseen exploitation actions and plans which are described in detail in the Deliverable D7.5 “Exploitation plan”. The main target is to maximise market penetration but more importantly to address the key stakeholders and policy makers of the recommended future EU border control initiatives i.e. EES and ETIAS and operational interoperability systems. More details towards these activities can be found within the D7.5, however, the present plan for the last project year should and will act as a facilitator in creating awareness of the envisioned iBorderCtrl exploitation activities.

### 2.2 Dissemination and Communication Roadmap

The key to the effective dissemination of project results is to communicate important achievements in the right time and to the right stakeholders. That is why generated knowledge is being made available to the groups of interest in three consecutive phases:

- 1) Initial awareness phase (year 1) during which the concept and project objectives are being communicated to wide range of stakeholders,
- 2) Targeted awareness market phase (year 2), during which early demonstrable outcomes are being published and validated,
- 3) Strategic phase (year 3), during which pilot trials with end users will be held maximising market penetration.

As the project runs currently its strategic phase (year 3) the communication roadmap is presented in the Table 1 below. It should be noted however, that all planned dissemination and communication actions that were carried out in the period phases (i.e. participation in international conferences and workshops, paper publications etc.) will continue to take place since these are continuous activities for the whole duration of the project.

**Table 1 Communication Roadmap**

Phase	Phase 1: Initial awareness phase (M1-M12)	Phase 2: Targeted awareness market phase (M12-M24)	Phase 3: Strategic phase (M25-M36)
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Agree upon Communication strategy and future activities</li> <li>Create an initial awareness in the markets related with iBorderCtrl project objectives and scope</li> <li>Present the concept, objectives and expected results</li> </ul>	<ul style="list-style-type: none"> <li>Create a more "targeted awareness" regarding iBorderCtrl technologies with key players and potential users</li> <li>Inform about the technological benefits to the target market of iBorderCtrl</li> <li>Demonstrate early results (components and early technical validation results)</li> </ul>	<ul style="list-style-type: none"> <li>Maximize target market and industry awareness regarding iBorderCtrl system by providing more tangible results, i.e. from pilot trials, verification and feedback from pilot users.</li> <li>Demonstrate more advanced results (components and intermediate and final validation results)</li> </ul>
<b>Activities</b>	<ul style="list-style-type: none"> <li>iBorderCtrl logo validation</li> <li>iBorderCtrl project web-site</li> <li>Event, literature, research source identification</li> <li>Press release</li> <li>Project leaflet</li> <li>Select events for attendance and start attending</li> </ul>	<ul style="list-style-type: none"> <li>Refine web-site with more concrete results and news</li> <li>Social media and online promotion, such as news about early results in Twitter, Facebook, etc. and newsletter</li> <li>Publish brochure, press release with intermediary results</li> <li>Distribute marketing material</li> <li>Attend events</li> <li>Create YouTube videos showcasing components and intermediary results</li> <li>Publish scientific papers in conference journals</li> </ul>	<ul style="list-style-type: none"> <li>Refine web-site with news, videos, photos, public deliverables and partial results</li> <li>Social media and online promotion, such as about early results in Twitter, Facebook, etc. and newsletter</li> <li>Publish brochure, press release and newsletter to registered parties and partners' relevant contacts</li> <li>Distribute marketing material</li> <li>Attend events, workshops</li> <li>Issue final press release</li> <li>Create YouTube videos showcasing the system in trials and users' opinion</li> <li>Publish scientific papers in conference journals</li> <li>Demonstrations and feedback of trials evaluation</li> </ul>

The issuing of this deliverable falls on M24, which means that the first two phases of the Communication Roadmap have already been completed. All initially envisioned activities have been completed and will continuously take place in the final project year while the key objectives have been met, as would be presented in the following sections.



## 2.3 Identification of Stakeholders and User Groups

When developing a communication strategy, one of the most critical steps after determining the goals and objectives is the identification of the target audience for the project. In order for the produced knowledge to be disseminated effectively, the following groups have been identified. At each phase of the project, different groups will be targeted so as to provide particular groups the most relevant information.

**Table 2 Identified Stakeholders**

Phase	<ul style="list-style-type: none"> <li>Phase 1: Initial awareness phase (M1-M12)</li> </ul>	<ul style="list-style-type: none"> <li>Phase 2: Targeted awareness market phase (M12-M24)</li> </ul>	Phase 3: Strategic phase (M25-M36)
Target groups	<ul style="list-style-type: none"> <li>public workers,</li> <li>facility managers,</li> <li>working conditions advisors,</li> <li>IT engineers,</li> <li>students,</li> <li>researchers,</li> <li>general public,</li> <li>travellers,</li> <li>families,</li> <li>seniors citizens,</li> <li>communities,</li> <li>police associations.</li> </ul>	<ul style="list-style-type: none"> <li>policy makers in government, ministries,</li> <li>regulators and managers,</li> <li>donors and grants providers</li> <li>development partners,</li> <li>representatives from international and national development cooperation agencies</li> </ul>	<ul style="list-style-type: none"> <li>industry stakeholders,</li> <li>intelligent border/security supplier companies,</li> <li>electronics and sensors manufacturers,</li> <li>mobile, web and IT developers</li> <li>policy makers, governmental institutions, European Commission</li> </ul>

## 2.4 Dissemination Strategy for Stakeholders and User Groups

### 2.4.1 Dissemination to European Industry – plan for the upcoming period M24-M36

In the framework of D3.1: Data Collection Devices, an in-depth and comprehensive SWOT analysis of biometric sensors (i.e. fingerprints, face and palm vein), either commercially available or in research stage was conducted taking into account newest trends and aspects of their overall integration within the iBorderCtrl software/ hardware platforms. The analysis also encompassed state-of-the-art document authentication instruments to comply with current and future procedures, considering also the outcomes of other relevant research projects. Moreover, the market research included sensors and techniques for hidden humans' detection (taking into account both the relevant tools already used at the Border Control Points as well as the integration and testing of additional ones).

During this process, the technical partners responsible for the selection and use of devices (e.g. cameras, scanners, QR code readers etc.) contacted and were in continuous discussions with several manufacturers and suppliers of hardware material such as tools/sensors/scanners used in the border control procedure and ICT applications suppliers and industrial players related to the security domain in general in order to identify the optimized solution for each device selection and its integration within the iBorderCtrl solution.

Through these communications, the iBorderCtrl project was disseminated to related Business Interest Groups. The potential to exchange information and knowledge with these players as a first step and the possibility to cooperate in the further exploitation of an iBorderCtrl product as a second step will be investigated in the upcoming period. Hence, the foundations for establishing further relations with certain industrial stakeholders possibly interested in the iBorderCtrl outcomes and innovations have already been laid.

Early discussions with interested companies for potential future cooperation have already started and a few examples are provided below:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

In addition, in this phase of the project, where the development of each individual module is complete and the first version of the iBorderCtrl integrated prototype is ready to be tested, iBorderCtrl is able to demonstrate more mature results that could be of interest to several industrial stakeholders. As a result, the participation of iBorderCtrl in major trade fairs and similar events will be pursued.

More specifically, **iBorderCtrl is proposed by the European Commission for participation in the exhibition area of the Security Research Event 2018 (SRE 2018)**. This event is jointly organised by the European Commission (DG HOME) and the Austrian Ministry for Transport, Innovation and Technology, and will take place on 5th and 6th of December 2018 in Brussels. For SRE 2018, an audience of 800 participants is expected, representing a wide range of security stakeholders. This is an excellent opportunity to disseminate the results and innovation of iBorderCtrl. The second and final integrated prototype (expected to be ready by February 2019) is also intended to be presented in a similar such major event.

## 2.4.2 Dissemination to the Scientific Community – plan for the upcoming period M24-M36

This section summarises the activities to be carried out in the next period.

### 2.4.2.1 Keynote at International Joint Conference on Computational Intelligence

Keeley Crockett has been invited to give a key note lecture working title “Automated Physiological Profiling: From Deception to Comprehension” at the **10th International Joint Conference on Computational Intelligence conference** September 18 - 20, 2018, Seville – Spain. This talk will describe the iBorderCtrl application along with the computational intelligence algorithms used to profile individuals. This key note lecture is fully funded by the conference organizers at no cost to the project. To support this keynote, the following paper written by consortium members will be published in the conference,

- **Adapted Psychological Profiling Verses the Right to an Explainable Decision.** Authors: Keeley Crockett, Jonathan Stoklas, James O’Shea, Tina Krügel, Wasiq Khan, 10th International Joint Conference on Computational Intelligence conference, September 18 - 20, 2018, Seville – Spain, *in press*.

### 2.4.2.2 Public Outreach at Manchester Science Festival

The pre-registration phase of the iBorderCtrl system will be shown to the public at Manchester Science Festival - Platform for Investigation – Me Verses the Machine taking place on Saturday 20th October 2018 10am – 4pm. The festival is in its 12 year runs from the 18 October to the 28 October 2018 and attracts around 30,000 visitors to events around Manchester City Centre and across Greater Manchester.

The activity will be one of 8 activities designed to a) introduce families to artificial intelligence, coding and computer science through offering hands on STEM activities and b) showcase state of the art research. According to past records, the footfall of families expected to attend the platform is between 1500–2000. The Platform for Investigation is held at the Science and Industry Museum <https://www.msimanchester.org.uk/whats-onn> between 10am – 4pm on Saturday 20th October. The platform is held in the pump house at the Museum <https://www.msimanchester.org.uk/whats-on/power-hall>.

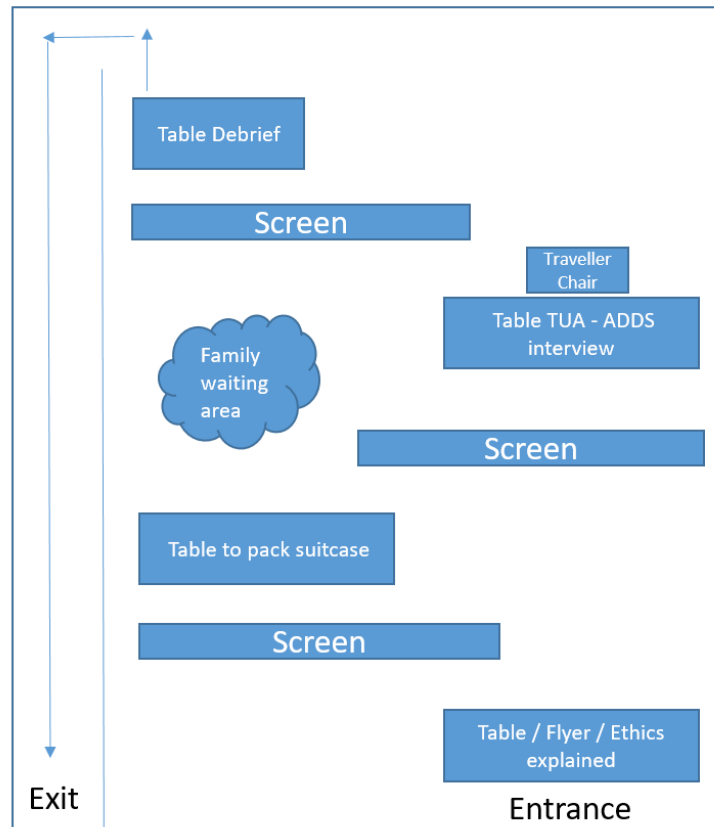
The science festival is aimed at families but due to ethics a family could go through and watch but only one adult per family that consents could take part. The iBorderCtrl activity should be max 10-15

minutes for all elements per family. A full MMU ethical application needs to be submitted prior to the festival for approval.



*Figure 1 Space available at Pump House*

It is envisaged that the space in Figure 1 **Error! Reference source not found.** will be utilised as shown in Figure 2.



### Public Flow through the Area

[REDACTED]

[REDACTED]

[REDACTED]

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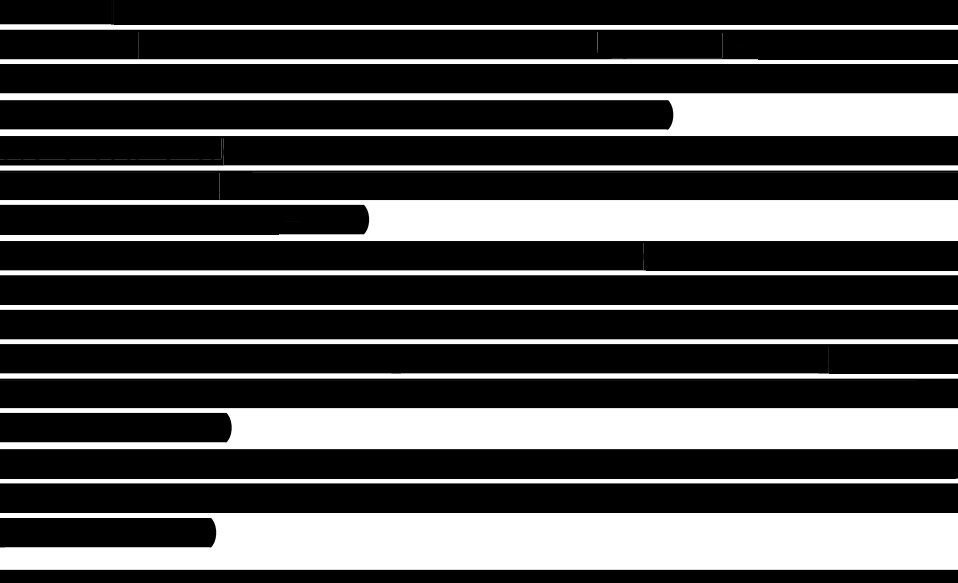
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### 2.4.2.3 Science Community Publication Plan

In the next period (M24-M30), all consortium partners will continue their efforts towards scientific publications in international peer reviewed journals and conference / workshops proceedings. To this respect, all Conferences, events and journals identified in the previous versions of this Dissemination and communication Deliverable are still valid and more publications will be pursued based on the project's validation and piloting testing evaluation outcomes.

As a foreseen highlight and in connection to the Manchester Science festival activities, MMU aims to submit two journal papers examining the impact of personal attributes on the automated deception detection from different perspectives. [REDACTED]

[REDACTED] MMU will also aim to publish at least one further conference paper in a peer review IEEE conference such as the IEEE International Joint Conference on Artificial Neural Networks.

### 2.4.3 Dissemination to the Wider Public and Users - plan for the upcoming period M24-M36

Dissemination to Wider Public and User is directly linked with the activities planned for the third year of the project. This is the period when dissemination focus shifts to informing public about the project, its current results and planned pilots. All this effort will be reflected in the number of trial participants, therefore, the dissemination campaign plan has been drafted and documented in D7.6. This section will highlight the most important activities and explain their importance at the consecutive stages of communication with the general public and users.

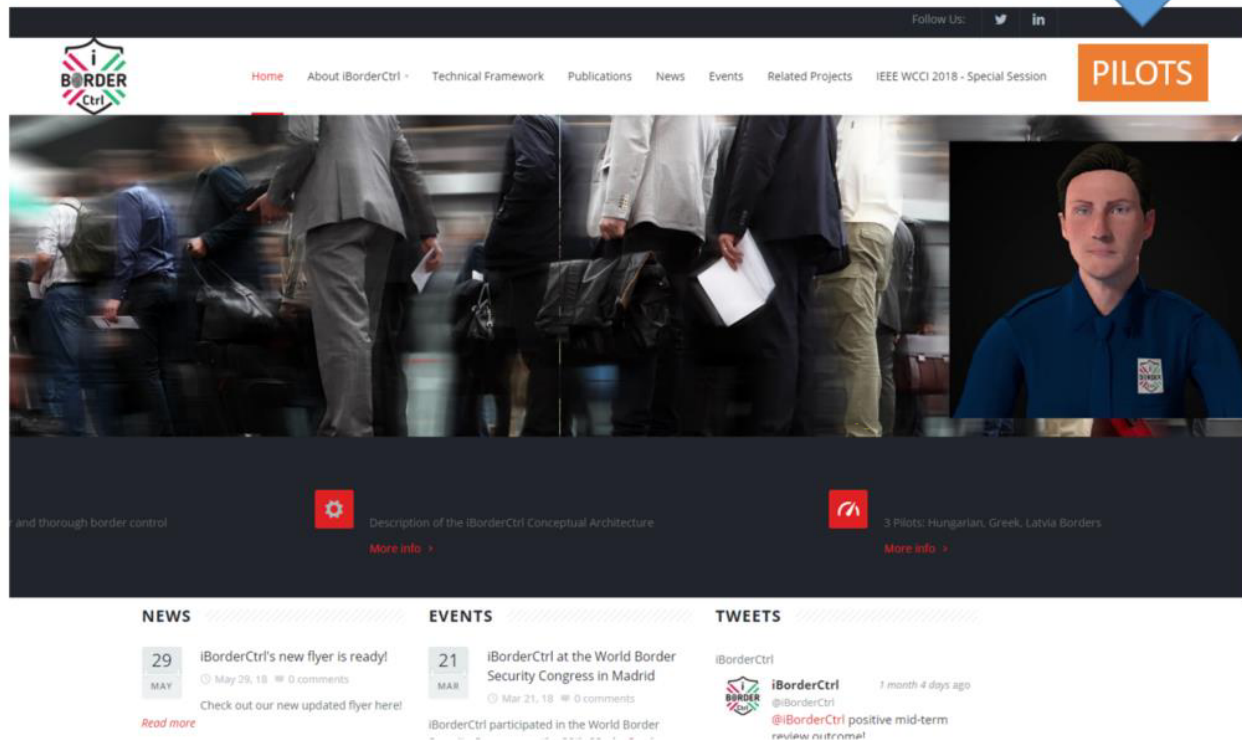
All dissemination materials will be made available in English, Russian and Hungarian.

#### Website

As project website is one of the most important sources of information about the project, it will be updated with a new section devoted to pilots. When going to that tab, travellers will find detailed information on the types of pilots and their locations, as well as a link to the iBorderCtrl Traveller User Application.



To be added



### Focused leaflets

Towards the beginning of pilots, a project leaflet will be produced. The leaflet will include the most important (from the travellers' perspective) information relating to the particular border crossing. Basic information on the project itself, current stage, pilot location and duration will be included in the leaflet. A passenger will be able to reach iBORDER Ctrl application directly through the QR code located on the leaflet with the use of his/her mobile phone. In the website travellers will find step-by-step guide on what is required of them to be able to join trial and benefit from it.

### Banner / billboard

Depending on the available infrastructure at a particular pilot site either banner or billboard or both could be provided. As billboard signs (if available) are already in place, their location is fixed. Banners, however, will be placed in visible for travellers' locations. That's to be decided by local border guards taking part in the pilots.

### Radio/press/social media

It is also envisaged to expand dissemination efforts to radio, press and social media channels (Twitter/LinkedIn/Facebook/etc.). These channels are thought to have to the highest outreach, so a considerable effort will be put to realize appropriate actions. First of all, a radio message text and a press release note will be prepared. Then, End-Users involved in the project and hosting trials will



identify relevant local radio stations willing to air announcements and local newspapers where information about the pilots could be mentioned.

### **Training Material/ Training workshops**

Following the plans of Deliverable D6.1 “Experimental Design for Pilot Deployment and Evaluation”, technology providers will create a User’s Guide to be disseminated (a) to the end-users that will directly be involved to the iBorderCtrl system deployment and testing and (b) to practitioners that are not part of the iBorderCtrl consortium, for their better information on the proposed system and the offered functionalities. This User’s guide will be edited and handed over to the end-users as soon as the system is finalised, whereas will be included in Deliverable D6.4 “Evaluation report of final prototype pilot deployment and Best Practices - Analysis of pilot feedback on final prototype”. It is envisioned to include training material to allow end-users to gain better knowledge and empower them to use the system in a more effective way while taking benefit of its functions.

[REDACTED]

### **2.4.4 Dissemination to Policy Makers - plan for the upcoming period M24-M36**

In the upcoming period, ongoing reforms in the area of border control will continue to be monitored. Concrete policy recommendations to policymakers are targeted towards the final stages of the project when the tools have been fully tested, leading to gap identification with the reforms that have already occurred.

Following D7.3, policy makers can be divided into three groups: Legislative bodies, public authorities working in the field of border security and being possibly connected to the aforementioned legislative bodies, and the general public which needs to approve legislation in a democratic society. For the upcoming project period, iBorderCtrl will also foster dissemination activities in these areas, as outlined in chapters 2.4.3 and 2.4.5. From a policy making point of view, a particular focus will be on the test pilots: It is proposed to use the results of the test pilot from the travellers as well as from the border guards to assess the functioning and acceptance of the system. This information could be utilised in formulating policy recommendations, which could serve as a basis for any legislative efforts in this field.

As for dissemination to legislative bodies, iBorderCtrl will seek to prepare easily accessible and understandable information addressing legislative bodies. The project results will be also made available to the Commission and published in legal journals. In addition the project will seek to collaborate with legislative bodies wherever possible.

### **2.4.5 Dissemination to Civil and Security Organizations – plan for the upcoming period M24-M36**

HNP targeted organizations with participation on workshops and conferences dedicated for security organizations and civil organizations with role or connection to security.

During this dissemination period, as only a few results were already available, which were mainly on end-user needs, therefore possibilities for dissemination were limited. To overcome this HNP carried out communication and dissemination together and selected scientific methodologies as well as proposal assumptions were included into the presentations. The following presentations were delivered:

- [Presenting the project for Hungarian network of H2020 Secure Societies applicants as best practice](#), organized by the National Research Development and Innovation Office;
- Presenting the project with focus on applied KPIs for stakeholders of the tourism and security industry at the conference [“Tourism and Security II”](#).
- Presenting the project for law enforcement and security research and education stakeholders at [2017 CEPOL Research & Science Conference](#);
- Presenting the progress of the project to the senior officials of the Hungarian National Police (both in 2017 and 2018);
- Presenting the project to the Advisory Board of Border Policing Studies Department, consisting of senior officers, responsible for Hungarian border sections;
- Presenting the project to the international security and defence students of the National University of Public Service;
- Providing training on the project and upcoming testing for passport control officers at [REDACTED] BCP;
- Presenting the project for police students at [REDACTED]
- [REDACTED]
- [REDACTED]
- Enhance contacts and continue discussions with the Interpol offices and authorities, based on the successful first interaction that took place in the iBorderCtrl plenary meeting in Limassol, Cyprus last June.

In the next period HNP targets to reach international conferences around the globe. It plans to present iBorderCtrl on every continent not reached yet by iBorderCtrl dissemination activities. Several papers and applications are already submitted, while others are only planned at this stage.

Submitted papers:

- [Behavioural Analysis Conference 2019, Minneapolis \(US\), 2019](#)

Planned submissions:

- [Security Research Event 2018, Brussels, 2018](#)
- [CONFSEC 2018, Samokov, 2018](#)
- [Sekurika Moscow, 2019;](#)
- [Techinnovation 2019, Singapore \(with exhibition stand provided by the Asia-Europe Foundation\)](#)

#### 2.4.6 Dissemination to Other Research Projects and Clustering - plan for the upcoming period M24-M36

In deliverable D7.6, the clustering activities so far with PROTECT<sup>1</sup> project were presented. In the next period, iBorderCtrl will continue the joint activities with PROTECT project and is already planning to interact with other border control and border surveillance related research projects (e.g. the SMILE project led by CErTH).

TRESSPASS<sup>2</sup> project includes air, maritime and land (including car and train) border crossing points, and specifically also travel routes that combine different modalities and aims to develop a single cohesive risk-based border management concept by developing three pivoting pilot demonstrators and demonstrating the validity of the single cohesive risk-based border management concept by using red teaming and simulations.

FOLDOUT<sup>3</sup> focus is on detecting and tracking activity in foliated areas, in the inner and outermost regions of the EU and aims to build a system that combines various sensors and technologies and intelligently fuses these into an effective and robust intelligent detection platform.

In addition, iBorderCtrl will participate in the 5th edition of the EAB Research Projects Conference that will take place on 24 and 25 September 2018, at the premises of Fraunhofer IGD in Darmstadt, Germany, whereas intends to demonstrate part of its outcomes and allow attendees (potential travellers to test –for the first time being public- the Traveller User Application and give their feedback on the user experience and the avatar interview (as part of the Validation process).

The conference is currently the largest event on research funded by the European Union in the area of Biometrics and Identity Management. Over the previous four successful editions, EAB-RPC has become the main forum in Europe where attendees can simultaneously: promote research carried out in biometrics, forge new links and networks, and identify the appropriate partners for possible future

<sup>1</sup> <http://projectprotect.eu/>

<sup>2</sup> <https://www.iit.demokritos.gr/project/tresspass>

<sup>3</sup> [https://cordis.europa.eu/project/rcn/214861\\_en.html](https://cordis.europa.eu/project/rcn/214861_en.html)

The 2018 conference will include the participation of numerous EU-funded research projects, such as: BODEGA, LIGHTest, IDENTITY, SWAN, AMBER, SMILE, PROTECT, LETSCROWD, TRESSPASS, CybSPEED, FOLDOUT, FACCESS, Smart-Trust and QuardCard. The conference will foster discussion among participants and will include a round-table where all the above communities of practice will put forward their ideas and needs, present the challenges that they face in their daily work and propose solutions. iBorderCtrl will present the advances achieved in the project's representatives and disseminate its first integrated prototype.

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Conference	Date, Place	Paper Submission	Comments
<b>10th International Joint Conference on Computational Intelligence conference</b>	18 – 20 September 2018, Spain	Paper submitted and accepted  A keynote speech will be given by Keeley Crockett	<a href="http://www.ijcci.org/Home.aspx">http://www.ijcci.org/Home.aspx</a>

<b>5th edition of the EAB Research Projects Conference</b>	24 - 25 September 2018, Germany		<a href="https://www.eab.org/events/program/151">https://www.eab.org/events/program/151</a>
<b>Security Research Event 2018 (SRE 2018)</b>	5-6 December 2018, Brussels	No paper	<a href="https://ec.europa.eu/home-affairs/sites/homeaffairs/files/201807_save-the-date-web.pdf">https://ec.europa.eu/home-affairs/sites/homeaffairs/files/201807_save-the-date-web.pdf</a>
<b>The 7th International Conference on Pattern Recognition Application and Methods 2018</b>	19 - 21 February 2019, Prague	October 1, 2018	<a href="http://www.icpram.org/">http://www.icpram.org/</a>
<b>ICB 2019 The 12th IAPR International Conference On Biometrics</b>	4 - 7 June 2019, Greece	December 15, 2018	<a href="http://www.icb2019.org/">http://www.icb2019.org/</a>
<b>World Border Security Congress 2019</b>	19 - 21 March, Morocco	-	<a href="http://world-border-congress.com/conference/registration-fees/">http://world-border-congress.com/conference/registration-fees/</a>
<b>CORES 2019 The 11th International Conference on Computer Recognition Systems</b>	Polanica-Zdroj, Poland, 20-22 May 2019	January 11, 2019	<a href="http://cores.pwr.edu.pl/">http://cores.pwr.edu.pl/</a>
<b>27th European Signal Processing Conference 2019</b>	2 - 6 September 2019 Coruña, Spain,	January 21, 2019	<a href="http://eusipco2019.org/">http://eusipco2019.org/</a>

### 3 Expected Impact of Dissemination and Communication Activities

As it is obvious, all aforementioned activities, combined with the really challenging next phase that is the starting of the validation procedure, need a very good orchestration of actions and a close collaboration between partners.

A well-designed and structured dissemination and communication plan will allow to communicate the necessary information to the appropriate stakeholders and obtain their feedback but will also demonstrate the impact created by iBorderCtrl to different aspects of EU.iBorderCtrl system's operation should be in line with both EC initiatives and strategies and with stakeholders' expectations.

The table below summarises the upcoming/scheduled dissemination and communication activities, the message to be communicated to the respective stakeholder and their impact to the project progress.

[illegible]

[illegible]

[illegible]



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## 4 Conclusions

In conclusion, the iBorderCtrl dissemination strategy proposes a diversified channels of promoting the project throughout its lifetime with specific plans appropriate for the targeted stakeholders. The aforementioned channels include dissemination via social media the project website, participation in related events, conferences, publishing papers, etc. To ensure the effectiveness and continuity of dissemination activities, all consortium members have been involved in this task. Furthermore, each project partner has promoted the iBorderCtrl project via their company's/organization's website and used their network of contacts to spread the news on iBorderCtrl objectives and achieved results.

What is more, the dissemination activities will be performed throughout the entire project duration. During this time, all activities related to dissemination will be targeted at various groups including end users, stakeholders, policy makers, media, other projects, and wider public. Such outreach is believed to contribute to the successful exploitation of the iBorderCtrl solution.

In addition, the hereby report is the second one on dissemination and communication. Final iteration will appear in M36. It will provide information on promoting iBorderCtrl after project closure.